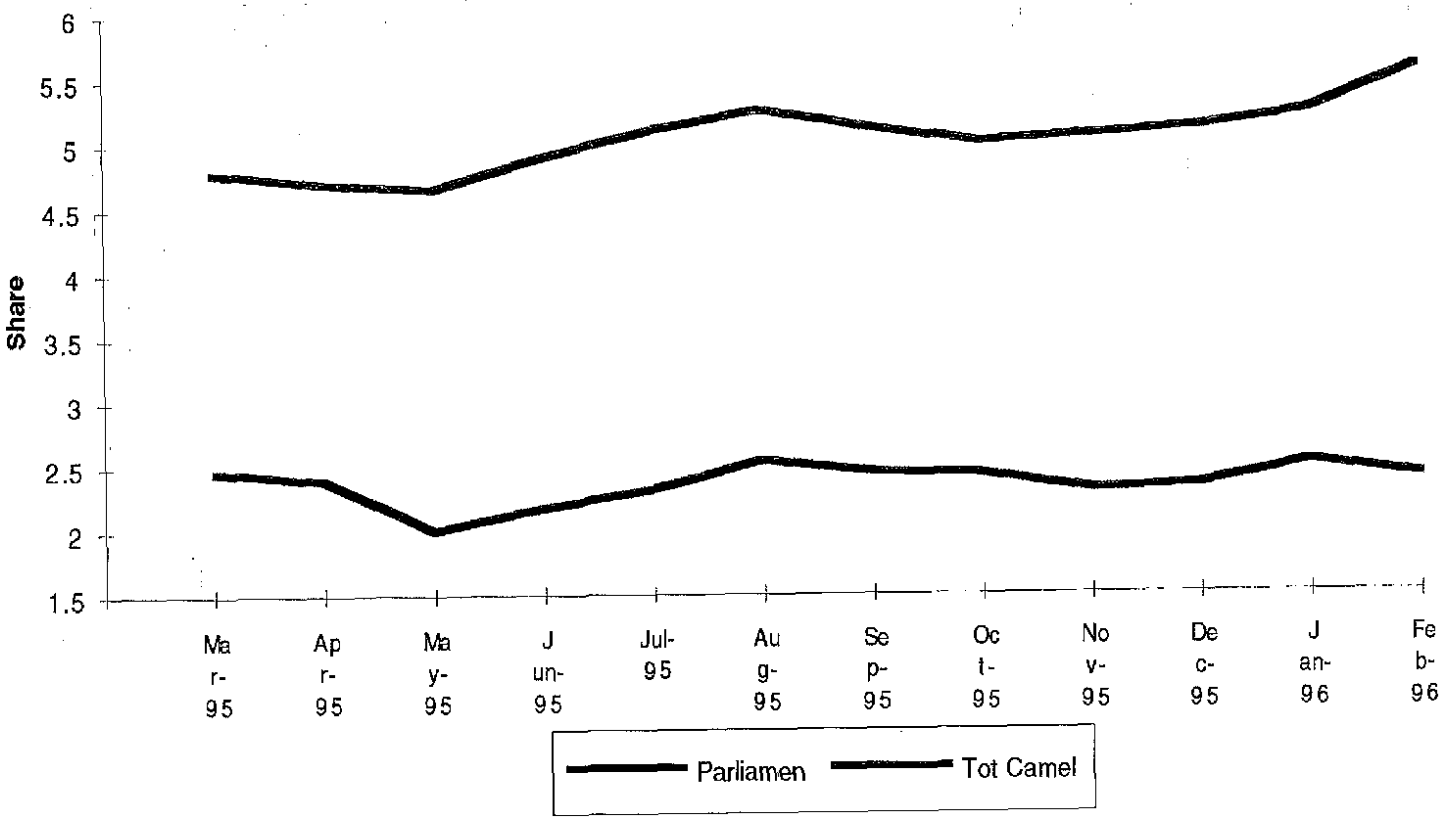
New York Market Share Trends



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Source: https://www.industrydocuments.ucsf.edu/docs/jymn0004

Low incidence reads cost effective

→ Phone Card slipped into packs for survey

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Source: https://www.industrydocuments.ucsf.edu/docs/jymn0004